

ASSESSMENT OF SERVICE DELIVERY PRACTICE ON CUSTOMER SATISFACTION IN CASE OF ETHIO-TELECOM WOLKITE BRANCH



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Acronyms

ET..... Ethio -Telecom

ETC..... Ethiopian Telecommunication Corporation

ITU..... International Telecommunication Union

MCIT.....Ministry of Communications & Information

Technology

VASvalue added services

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Abstract

This study was conducted in ethio-telecom in wolkite branch to assess service delivery on customer satisfaction. Service delivery and customer satisfaction are very important concepts that companies must understand if they want to remain competitive and grow. In this study researcher was investigated that the organization does not expanded highly modern technologies to satisfy customers because of high cost, customers rise complaints in service delivery because of absence of different departments to handle such complaints and the organization has limited branch to address customers in different part of wolkite town.the research design used for the study was descriptive data analysis. Primary data and secondary data were used in this study as source of data.As the nature of the study population, the total number of customers of ethio-telecom; Wolkite branch are unknown. As a result, the researcher was used sample size determination formula in case of infinite population,The researcher distributed 67 questionnaires for customers, from these all the questionnaires are returned, and tried to come up with sufficient sample size.The researcher employed non- probability sampling (Convenience sampling) technique. The major findings of this study highlight the factors that influence customer satisfaction at Ethio Telecom and point to areas where service delivery can be improved.

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

It's known that the provision of world- class telecommunication structure and information have been honored the world- over as an important tool for socio- profitable development for a nation and hence telecom structure is treated as a pivotal factor to realize the socio profitable objects and information communication technology(International Telecommunication Union(ITU), 2009).

In moment's competitive terrain delivering largely satisfied service is the key for a sustainable competitive advantage. A service occurs when an commerce is established between customers and service providers and/ or the physical element of the service and/ or the systems through which the service is delivered(Shahin & Janatyan, 2011).

Service is any act or performance that one party can offer to another that's basically impalpable and does n't affect in the power of anything. Its product may or may not be tied to a physical product(Kotler, 2006).

Service delivery is getting service as effectively and snappily as possible to the intended philanthropist and in utmost cases, services delivery implies a degree of excellence on the part of the association(Rigopoulos, 2008).

It's critical not only for the development of the information technology assiduity, but also has wide ramifications on the entire frugality of the country(ITU, 2009). therefore, several operation experts have paid exploration attention to this assiduity(this study substantially concerns on the client satisfaction).

The service problem and service recovery and product used are the major impact on client satisfaction. There are so numerous companies that bother about client satisfaction and those

companies are profitable than other companies which do n't bother about client satisfaction and quality service delivery(Rigopoulos, & et al, 2008).

client satisfaction is the outgrowth felt by buyers who have endured company performance that has fulfilled anticipation(Kotler, & et al, 2002).

client is satisfied when their anticipation is exceeded satisfied customers remain pious longer, by more or less price sensitive and talk favorable in the Company.However, the client would be largely satisfied(Kotler, 2006), If the quality service of association is high.

Every association in order to achieve its own pretensions and objects further than anything necessary, a client can be satisfied with the quality service handed by the association(Kotler, 2006). This means client is play a great part for the association to be profitable. On the other hand, customers are dissatisfied by the poor- quality service of the association. This indicates that the service position or any kinds of association lies on its client satisfaction.

client satisfaction is also pivotal in the telecom sector because of the special nature of the service which is characterized to ferocious contact with customers who have different requirements and bear tailored results and it's known to be one of the most important and serious towards success into days, competitive business terrain as it affects company request share and client fidelity(Clemens, 2008).

According to Rigopoulos, & et al,(2008) client satisfaction is the state of mind that client have about a company when their anticipation has been met or anticipated over the life time of the product or service.

In recent times, further and further association concentrate their attention on retaining being client rather than affecting new bones since losing a client means losing further than a single trade. It means losing the enter sluice of purchases that the client would make over a life time of patronage.

African countries are laboriously involved in the establishment of Ethio Telecom services. Ethiopia is the focus of this study. The formerly known “ Ethiopian Telecommunications

Corporation(ETC)’’ is introduced in 1894, seventeen times after the invention of telephone technology in the world. ETC is state possessed telecommunication service provider in Ethiopia.

The Ethiopian government has decided to transfigure the telecommunication structure and services to world class standard, considering them as a crucial switch to the development of Ethiopia. therefore, Ethio- Telecom(ET) is born out of ETC on December 2, 2011, in order to bring about a paradigm shift in the development of the telecom sector to support the steady growth of our country. presently Ethio- Telecom give telecom service in the entire country on voice, internet, data, channels and value added services(VAS) with comprehensive plans in place to meet the conditions set out by the Ministry of Dispatches & Information Technology(MCIT) and peoples of Ethiopia([https// www.ethiotelecom.et](https://www.ethiotelecom.et)).

1.2. Statements of the problem

Service is different because of their progressive nature that behavior of client is so complex and it's insolvable to understand exactly what they prefer different client would reply to analogous services produce in different ways(Donald, 1991).

utmost telecommunication proposition and practices control the art of attracting new client rather than on retaining cultivating being one. They emphasize traditionally has been on marketing service rather than erecting the relationship and they getting services of client satisfaction(Kotler, 1994). This makes the client no longer pious. The association gives numerous services to client though there's some factor that make client not to be satisfied(called dissatisfaction) for those services.

Despite installations that should satisfy customer, some express dissatisfaction. This exploration highlights the problem .

This study aims to assess service delivery and client satisfaction in Ethio-Telecom Wolkite by identifying and addressing specific factors causing client dissatisfaction, despite overall positive perceptions. It highlights the importance of understanding service failures and improving responsiveness to enhance service quality and client loyalty. The research seeks to bridge the existing knowledge gap by investigating issues behind client complaints, identifying problems

related to customer loyalty toward the service delivery system, and providing insights to improve service quality and meet client expectations ultimately contributing to Ethio-Telecom's performance and customer retention.

There are numerous complaints from customer about the service delivery of the mobile telecommunication network provider, in association. putatively, the growth trend in the mobile telecom assiduity in organization does n't give empirical support for the claim that customers are satisfied with the service delivery of the mobile telecommunication network in wolkite.

Satisfying a client is a delicate task, especially when it comes to services, since studies have shown that consumers' position of satisfaction is generally lower for services than products(Andresen & Best, 1977). Particularly in the case of telecom service, where there's frequent service failure, related with network problem and others, passed.

According to Tele Negarit,(2007) there's important service of installation that satisfies customers in ethio- telecom because of influence client perception like ultramodern outfit, professional looking workers. still, according to some customers of the association there's no enough service delivery yet in ethio- telecom. Because of this reason the client is n't completely satisfied.

1.3. Research Questions

1. What kind of problem or complaint rose among customers?
2. What are the problems that related to loyalty toward the service delivery system?
3. How can they improve the problem of service quality in the organization?

1.4. Objectives of the study

The study was conduct with predetermined general and specific objectives.

1.4.1. General objective

The general objective of the study is to assess services delivery on customer satisfaction of ethio telecom in wolkite branch.

1.4.2. The specific objectives of the study

- To investigate the problem or complaint raised by customers.
- To investigate the problem related with loyalty towards service delivery system.
- To reduce problems related to service quality.

1.5. Significance of the study

Even if there are few documents about the service delivery on customer satisfaction with regard to Ethio-Telecom, Even though the study is expected to have a number of limitations it provides some important benefit about satisfaction of a customer on the organization. The study provided at least the following significance

- ❖ It may inspire the manager of the organization to appropriately focus on the satisfaction of customers.
- ❖ The study was tried to improve the performance of the telecom by identifying its weaknesses and encouraging its strengths.
- ❖ The research is used to initiate other researchers to study customer satisfaction with the service delivery system in Ethiopian telecom.
- ❖ To get research experience for the researcher. This study was serve as an input for the researcher and other interested people in related topics and was helped them acquire broader knowledge about the subject matter under study.
- ❖ Also, to gain experience in how to conduct research, which will aid in the creation of future studies.

1.6. Scope of the study

The scope of this study was geographically limited to Wolkite Town because of time and budget constraints. In addition, the study was limited to assessing the effects of service delivery on customer satisfaction in Ethio telecom Wolkite town in order to conduct a manageable and feasible study. The study was attempt to assess customer satisfaction in service delivery system, specifically in Wolkite. The subject of service delivery and customer satisfaction is extremely broad in scope. However, the study was focus on the limits of conduct only in Ethio telecom.

According to Kotler and Keller (2012), customer satisfaction can be measured in a number of ways. In order to fulfill the study on Assessing service delivery based on customer satisfaction provided by Ethio Telecom in Wolkite the researcher was used methods which are a questionnaire, an interview, observation, and newspaper, magazine, and other published and unpublished materials. Hence, the research study was address the service and service-related problems of Ethio telecom.

1.7 Limitations of the study

During the process of conducting this research, the study faced certain constraints which includes:

Specifically, the geographic scope was limited to Wolkite Town because of time and budget constraints, Sampling Method employed and Unknown Population:

1.8. Organization of study

The study is organized by five chapters. The first Chapter contains background of the study, statement of the problem, Objectives of the study, significance of the study, scope of the study and limitation of the study, organization of the paper. The second Chapter shows review of related literature, The third chapter concern research design and methodology such as research design and approach target population, sample size, sample techniques, Types of data and source of data collection, data presentation method and data analysis and interpretation. The fourth chapter deals with data presentation, analysis and interpretation. Finally, the last chapter five summaries of major finding, conclusion and recommendation held.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Over View of Service delivery

Service delivery is getting service as effectively and snappily as possible to the intended philanthropist. In utmost cases' services delivery implies a degree of excellence on the part of the association. The service problem and service recovery and product used are the major impact on client satisfaction. As you have been then effectiveness on association performance can only an achieved through good service that can satisfy the client property, because quality service is the determinant of client satisfaction.

There are so numerous companies that bother about client satisfaction. Those companies are profitable than other companies which do n't bother about client satisfaction and quality service delivery(Rigopoulos, & et al, 2008). service delivery is a set of principles, norms, programs and constraints to be used to guide the designs, development, deployment, operation and withdrawal of services delivered by a service provider with a view to offering a harmonious service experience to a specific stoner community in a specific business environment.

2.1.1. Service and its characteristics

Service diligence are playing an increasingly important part in the overall economies of the countries of developed and developing countries. The 21st century is considered to be as the service industry. Experimenter has tried to define service and to explain what service constitutes. There are numerous delineations regarding the generalities of service. Services are deeds, processes, and performances(Parasuraman & et al. 1985).

A service is a process that leads to an outgrowth during incompletely contemporaneous product and consumption processes(Gronroos, 2001). Kotler and Bloom in 1984, defined service as, “ any exertion or benefit that one party can offer to another that's basically impalpable and does n't affect in the power of anything. Its product may or may not be tied to a physical product ”. Gronroos defined a service as “ an exertion or series of conditioning of more or less impalpable nature that

typically, not inescapably, take place in relations between the client and service workers and/ or physical coffers or goods and/ or systems of the service provider, which are handed as result to client problems ". Sasser & et.al,(1978) defined another meaning for service" A service is a package of unequivocal and implicit benefits performed with a supporting installation and using easing goods".

Service is" Any primary or reciprocal exertion that does n't directly Produce a physical product-that is thenon-goods part of the sale between client and provider"(Payne, 1993). Whereas Kotler & et, al.(1999) defined service as any exertion or benefit that one party offers to another which is basically impalpable and does n't affect in the power of anything, and it may or may not be tied to a physical product.

Services include all profitable conditioning which are impalpable, not physically apparent like products, which give value to the client. Service has come veritably pivotal in all business diligence due to globalization and the IT developments. Services are now seen nearly to every part of our life, starting from the most essential demands, like eating to other entertainment conditioning, similar as sport, travelling, etc.

Service is n't bound to only service- grounded businesses, like banks, telecommunications, hospices , and beauty salons, but it's set up on all company's strategic tools for gaining a competitive advantage. currently products heavily calculate on its services to acquire competitive advantage, and to satisfy customer`s needs.

2.1.1.1 Characteristics of service

Service has different characteristics. Mudie & Pirrie(2006) in their book explained that service has four crucial characteristics. These are intangibility, corrupt capability, variability(or diversity) and familiarity.

Arden and Edwards(2009) linked crucial four identifying characteristics of service with their counter accusations .

1. Intangibility:Services can not be generally be seen, felt, heard or smelled before being bought. The implicit client is unfit to perceive the service before(and occasionally during and after) the service delivery.

Counteraccusations Intangibility present problems in those customers may witness difficulty in knowing and understanding what's an offer before, and indeed after damage of the service. The challenge for the service provider is to determine the extent of intangibility and the operation Action needed making the service more palpable illustration, via folder to help customers understand the service.

2. Inseparability: Whereas goods are first produced, also stored, eventually vended and consumed, services are first vended, also produced and consumed contemporaneously. Service familiarity means that services can not be separated from their providers whether the providers are people or machines.

Counteraccusations the involvement of the client in the product and delivery of service means that the service provider must exercise care in what's being produced and how it's produced. Proper selection and training client contact labor force are necessary to insure the delivery of quality.

3. Variability: An necessary consequence of contemporaneous product and consumption is variability in performance of a service. The quality of the service may vary depending on who provides it as well as when, where and how it's handed. As similar, service quality is delicate to control. Counteraccusations Reducing variability involves determining the causes, it may be due to infelicitous personality traits in an hand which are delicate to descry at the selection stage and adding standardization of procedures may be needed.

4. Peirshapability: Services can not be stored for after deals or use. However, it can not be met, If demand far exceeds force.

Counteraccusations Change in demand characterizes service association and may pose problems where these oscillations are changeable. Strategies need to be developed for producing a better match between force and demand.

2.1.2. Service quality

The end of furnishing quality services is to satisfy client. Ken Irons(1997) said “ service is the one unique occasion we've to be better than challengers and make sure our customers return ” which would substantially be the result of a quality service.

The term “ quality ” means different effects to different people, and is especially harder to define, judge or quantify the quality of a service than of a product(Kotler, 1997).

In as important as there's no agreement on a description for quality, there are some crucial points that are common to nearly all the delineations of quality, similar as comprehensions, prospects and the factual outgrowth endured by the client. Johns and Tyas(1996) argue that service quality is growing in significance in the marketing literature.

The early attempts to specify and measure hospitality quality were only concerned with tangibles similar as food and physical installations. still, during the once decades, the impalpable services are honored as being decreasingly important in the advanced competitive request mogeneity and corrupt capability), the quality of services is more delicate for consumers to estimate than that of physical products(Kennedy, 2003).

Service quality as perceived by the client is the degree and direction of distinction between client service comprehensions and prospects Parasuraman & et al.,(1985).

Gronroos(1984) defined service quality as a perceived judgment; performing from an evaluation process where customers compare their prospects with the service they perceive to have entered. Thus, quality is the extent to which a client or stoner believes the product or service surpasses the requirements and prospects. Parasuraman & et al.(1988) farther explained quality as the degree of distinction between client's normative prospects for the service and the comprehensions of the service performance.

client prospects may be defined as the solicitations and wants of consumers and the feel what a service provider should offer rather than would offer.

All the delineations of service quality focus on meeting client's requirements and conditions and how well the service delivered matches the client's prospects.

The end of every service sector is purposely to minimize the distinction between service delivery and client satisfaction.

The capability of an association to determine the client needs and to effectively meet the requirements has a great impact on service quality. Storbacka(1993) refocused out that service quality and relationship quality are antecedents to client retention, and in a direct relationship with profit, since the cost of attracting new customer is advanced than to retain being ones.

Measuring service quality is a better way to mandate whether the services are good or bad and whether the customers will or are satisfied with it. A experimenter listed in his study “ three

factors of service quality, called the 3 “ Ps ” of service quality ”(Haywood, 1988). In the study, service quality was described as comprising of three rudiments

- A. Physical installations, processes and procedures
- B. Personal behavior on the part of serving staff, and;
- C. Professional judgment on the part of serving staff but to get good quality service.

He stated that “ an applicable, precisely balanced blend of these three rudiments must be achieved. ”(Haywood, 1988) What constitutes an applicable blend, according to him will, in part, be determined by the relative degrees of labor intensity, service process customization, and contact and commerce between the client and the service process.

2.1.3. Dimension of service quality

According to Parasuraman, Zeithaml and Berry(1988) conceptualization of five confines(tangibles(T), trustability(R), responsiveness(R), assurance(A) and empathy(E) which ultimately led to the development of the service quality instrument. still, the five- dimensional construct of Parasuraman & et.al.(1988) happens to be the most widely accepted and most considerably used. client uses five confines to form their judgment for service quality which is grounded on contraction between anticipated and perceived services

1. Trustability: is about the association keeping its word. It's defined as “ the capability to perform the engaged service dependably and directly ” or delivering on its pledges ”(Zeithaml & et al, 2006).

2. Responsiveness: is the amenability to help and give prompt service. This dimension is concerned with dealing with client’s requests, questions and complaints instantly and attentively. A establishment is known to be responsive if it takes time to communicate to its customers how long it would take to get answers or have their problems dealt with(Har, 2008).

3. Assurance: is the knowledge and courtesy of workers as well as the capability to convey trust and confidence.

4. Empath:y the provision of minding individual attention to client it includes insecurity and trouble to understand the customers need.

Empathy has been set up to be more suitable and important in enhancing service quality in diligence where erecting connections with customers and customers ensures the establishment’s survival as opposed to “ sale marketing ”(Andaleeb and Conway, 2006).

therefore, Har has argued that in quick service eatery setting, the client looks for quick service and whether the ranges at the counters are long and, in that environment, empathy may not be so important. He still indicated that in fine dining eatery, empathy may be important to insure client fidelity as the garçon knows how the client likes his or her food prepared(Har, 2008).

5. Tangibles: is defined as the physical appearance of installations, outfit, and staff and written accoutrements .

Tangibles are used to convey images and to gesture quality(Zeithaml et al 2006). Hayes(1997), states that some quality confines are generalized across numerous services, but some will apply only to specific type of services and it's necessary to understand quality confines to be suitable to develop measures to assess them.

2.2. Over view of customer satisfaction

Customer satisfaction is the outgrowth felt by buyers who have endured a company performance that has fulfilled prospects(Kotler & et al., 2002).

According to(Gershon, 1993), client satisfaction is the client's perception that his or her prospects have been met or surpassed.

A client might witness colorful degrees of satisfaction. However, the client is displeased, If the product or service performance falls short of expectation. However, the client is satisfied, If performance matches prospects. still, the client is largely satisfied or pleased, If the performance exceeds prospects. client satisfaction is nearly linked to quality.

In recent times, numerous companies have espoused total quality operation programs designed constantly to ameliorate the quality of their products, services and marketing process.

Quality has direct impact on product or service performance, and hence on client satisfaction. client satisfaction is a judgment of enjoyable position of consumption related fulfillment.

A many commentary are important in explaining this description. first client means satisfaction judgment with respect to an or all of the aspect of furnishing and service experience alternate effects to observe this description of client is focus on fulfillment comes in different kinds illustration- client full padding satisfied with the junking of negative state.

The description is that operates in the internal state. This means quantum of satisfaction must grandly light the meaning that operate set client field of mindfulness.

We can't say to directors that performance on the particular set of dimension lead directly to client satisfaction without client experience(Aaround, 2002).

Satisfaction is the consumer's fulfillment response. It's a judgment that a product or service point, or the product or service itself, handed(or is furnishing) a enjoyable position of consumption-related fulfillment, including situations of under or over-fulfillment(Oliver, 2010). Zeithaml and Bitner(2000) defined client satisfaction as the customers " evaluation of a product or service in terms of whether that product or service has met their requirements and prospects.

client satisfaction can also be defined as the " client's response to the evaluation of the perceived distinction between previous anticipation and the factual performance of the product as perceived after its consumption "(Tse and Wilton, 1998). Jamal and Nazer(2002) cited argued that client satisfaction is n't only linked with the view of customers but also on their experience with the service delivery process.

Experimenters have tried to define client satisfaction and in general they've defined it as sale process. Oliver(1981) defined satisfaction " as a summary of cerebral state performing when the emotion girding disconfirmed prospects is coupled with the consumer's previous passions about the consumption experience"(pp. 24).

Kotler(2000) defined satisfaction as " a person's passions of pleasure or disappointment performing from comparing a product perceived performance(or outgrowth) in relation to his or her prospects ".

According to Hansemark and Albinsson(2004) " satisfaction is an overall client station towards a service provider, or an emotional response to the difference between what customers anticipate and what they admit, regarding the fulfillment of some need, thing or desire".

likewise, experimenters separate between station and satisfaction. So, an station is a perceived service quality whereas, satisfaction is related to a specific sale.

Oliver(1981) summarizes the sale-specific nature of satisfaction, and differentiates it from station, as follows station is the consumer's fairly enduring affective exposure for a product, store, or process(e.g., client service) while satisfaction is the emotional response following a disconfirmation experience which acts on the base station position and is consumption-specific. client satisfaction has a positive effect on an association's profitability.

The further customers are satisfied with products or services offered, the further are chances for any successful business as client satisfaction leads to reprise purchase, brand fidelity, and positive word of mouth marketing.

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client satisfaction has a positive effect on an association's profitability. The further customers are satisfied with products or services offered, the further are chances for any successful business as client satisfaction leads to reprise purchase, brand fidelity, and positive word of mouth marketing. client satisfaction leads to reprise purchases, fidelity and to client retention(Zairi, 2000). Satisfied customer are more likely to repeat buying products or services. They will also tend to say good effects and to recommend the product or service to others.

On the other hand, displeased customers respond else. displeased customers may try to reduce the conflict by abandoning or returning the product, or they may try to reduce the conflict by seeking information that might confirm its high value(Kotler, 2000).

Companies need to develop strategies of how to handle displeased customers. Businesses can not go under any condition to lose customers, because the cost of replacing the lost client with a new client is bigger. thus, companies must find ways of winning back the unsatisfied customers by designing special programs for service recovery. Companies should handle client complaints with care and not seeing them as a time consuming.

2.2.1. Determinant of Customer Satisfaction

There are numerous different determinants of client satisfaction the following are some determinant for client satisfaction

- Perceived Quality: is the first determinant of overall client, which is the served request's evaluation of recent consumption experience, and is anticipated to have a direct and positive effect on overall client satisfaction.
- Perceived Value: is the alternate determinant of overall client, or the perceived position of product quality relative to the price paid. Perceived value is a measure of quality relative to price paid. Although price is frequently veritably important to the client's first purchase, it generally has a kindly lower impact on satisfaction for reprise purchases.
- client anticipation: is the third determinant of overall satisfaction, which measures the client's expectation of the quality of a company's products or services. prospects represent both previous consumption experience, which includes some no existential information like advertising and word- of mouth, and a cast of the company's capability to deliver

quality in the future. in addition to the perceived quality, perceived value, and client prospects, the following are some other determinants for client satisfaction

- High price: price increase illegal price practice and deceptive pricing.
- Respondent failure: to service reticent responses, failure to respond and negative response.
- Attraction by competitors: more dependable, more reasonable.
- Ethical problem :conflict of interest, dishonest problem, unsafe or unhealthy practices.

2.2.2. Importance of customer satisfaction

Satisfied client is the source of companies profit and they're reason why companies that could be either private or public. Delivering first rate client service allows company to have the following significance(Kotler, 2002).

- structure competitive hedge
- ensuring client fidelity
- Service differentiation
- decreasing marketing cost

2.2.3. Customer complaints

client complaints are measured as a chance of repliers who indicate they've complained to a company directly about a product or service within a specified time frame. Hirschman in his exit voice proposition argues that the immediate consequences of increased client satisfaction are dropped client complaints and increased client fidelity(Hirschman, 1970).

still, also they may have the option of exiting(e, If customers are dissatisfied.g., going to a contender) or venting their complaints in an attempt to admit retaliation.

On the other hand, an increase in overall client satisfaction should drop the prevalence of complaints. Increased overall client satisfaction should also increase client fidelity(Reichheld & Sasser, 1990). therefore; satisfaction has a negative relationship with client complaints, as the more satisfied the customers, the less likely they're to complain. Seeking out and relating client complaints is one of the more implicit profitable to the business Adjudge on an association should concentrated on establishing a separate client complaint covering the part of this is to admit registered and classifying complaint for ward them to separate department to take position and

follow up is any measuring.(Mohammed, 2006). According to Fitzsimons (2000) customer compliant offer several advantages in measuring service delivery. Some of them are:

- ❖ Customer compliant gain valuable information how customer tell about their service, firm may believe they are supplying good and service, but if customer do not feel the same and do not express their feelings, the service provider cannot understand their weakness to take corrective action and make customers to come back.
- ❖ Complaint out areas that need improvement by understanding how customers feel about a service will provide firms. With information that can be used to improve their effort to be offer meeting customer needs.

The point is that compliant either formally or informally and of there is any speiation should be made as to its services then an appropriate measure has to be taken to the problem identified by using clearly procedure.

2.2.4. Ways of achieving customer satisfaction

There is no clear way to explain that some organization are more successful than the other of making the improvement and achieving a high level of customer satisfaction to achieve customer satisfaction there should be include: -

- A. Top management support: most important characteristics of organization need to the top of the satisfaction bench mark league is very high level of top management support and commitment however satisfy customer relay is a top priority of their organization.
- B. Prominent: in a company who customer satisfaction is a top priority of the company service process and the result are given very high performance throughout the organization all possible of communication are used to provide information about the customer service process including e-mail, staff meal, team briefing and specifying workshop.
- C. Extensive feedback: companies of the top of the league table are not a faired of sharing their customer satisfaction result with customer as well as with companies they know that provide extensive internal feedback is essential per-cursor to effective staff involvement in service improvement process. They also understand their customer attitude change only slow, even when customer service is improving to accelerate that process providing customer with

information in improvement that they have made providing feedback in probably one of the biggest different or between the better and poor performance.

D. Rapid decision-making: once the customer survey has been finalized, all necessary information to make decisions regarding improvements in customer satisfaction is available; nothing further will emerge from further developments. Conversely, customer expectations may shift, and their satisfaction will undoubtedly decline if issues remain unresolved. The most effective organizations incorporate decision-making into their project plans to successfully achieve customer satisfaction.

E. Action: clearly, all the implications, reporting, decision-making, and feedback must culminate in action. The entire purpose of action is to enhance satisfaction, which can only be accomplished through taking that action.

F. Ongoing focus: senior management must remain diligent in adhering strictly to the six steps outlined in this section before directing their attention to other areas related to achieving satisfaction. Enhancing customer satisfaction is very much a journey rather than a destination, and the company must continually progress on that journey.

2. 3. Customer Loyalty and its dimensions

Customer loyalty is a blend of the customer's expressed likelihood to buy again from the same supplier in the future and the propensity to purchase a company's offerings at different price levels (price tolerance).

Customer loyalty is an essential element in the growth and performance of companies. Loyalty correlates with repeat business; thus, a customer is considered loyal when they frequently repurchase a product or service from a specific provider.

Despite the absence of a universally accepted definition, customer loyalty can be characterized as a customer's engagement with a company and their willingness to persist in doing business with that company indefinitely (Zinedine, 2006).

According to Oliver (1999), loyalty is "a deeply held commitment to re-buy or re-patronize a preferred product or service in the future despite situational variations and marketing actions having the potential to induce switching behavior. "

In literature, loyalty is primarily seen as a multi-faceted construct comprising three dimensions: behavioral loyalty, attitudinal loyalty, and cognitive loyalty.

1. Behavioral loyalty: is understood as a specific type of customer behavior, such as repeat or ongoing purchases from the same supplier or the act of recommending (Yi, 1990). Behavioral loyalty was the first and most frequently utilized dimension by researchers.

Even though the current definition of loyalty encompasses more than just a behavioral aspect, some researchers continue to concentrate solely on the behavioral dimension of loyalty (Gremler and Brown, 1996). The research conducted by Rauyruen and Miller (2007) indicated that behavioral loyalty could be sustained through a company's initiatives to enhance customer satisfaction and create excellent service systems. Attitudinal loyalty is described by Fournier and Yao (1994) as distinct sentiments that foster a general attachment to a product, service, or organization (Gremler and Brown, 1996).

2. Attitudinal loyalty: can be fostered and maintained through a focus on building relationships and establishing customer trust, commitment, and consistently delivering exceptional service systems (Rauyruen and Miller, 2007).

In addition to behavioral and attitudinal loyalty, some researchers define the

3. Cognitive aspect of loyalty: It is defined as the "preferred choice" of a customer among options or as the first brand, store, or supplier that comes to a customer's mind when making a purchase decision (Ostrowski, O'Brien and Gordon, 1993; Newman and Werbel, 1973). This implies that a genuinely loyal customer will not consider or actively search for alternative companies to buy from (Gremler and Brown, 1996).

Per Gremler and Brown (1996), these three dimensions of loyalty characterize a loyal customer as the consistent user of a specific service provider or supplier, who maintains positive feelings towards the organization and does not contemplate using an alternative provider.

The three dimensions of loyalty are typically utilized when assessing customer loyalty. In this research, loyalty will be quantified using four factors that reflect all three loyalty dimensions mentioned earlier (Zenithal-Berry, and Parasuraman, 1996): continuing to do business with the

supplier, regarding the Company as the preferred choice for services, recommending the company to others, and harboring positive feelings about the supplies.

2. 4. Summary

The study results indicate that effective resolution of service delivery regarding customer satisfaction at the Ethio telecom Wolkite branch requires gathering certain information from respondents.

The study results demonstrate that enhancing employee politeness and commitment to telecom will help the company reduce customer complaints.

The study results aim to identify the primary causes of customer dissatisfaction within the organization and address those issues based on customer feedback.

The study results focus on consciously reducing the gap between service quality and client satisfaction.

Managing service quality aids the management in preserving consistency in service delivery and efficiently and effectively aligning with changing customer expectations at Ethio telecom.

According to Tse and Wilton (1988), satisfaction refers to the consumer's reaction to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product perceived after its use.

Christian Gronroos suggested that the service quality perceived by the customer consists of two aspects: technical or outcome dimension and functional process-related dimension.

As per Hansemark and Albinsson (2004), "satisfaction is a comprehensive customer attitude toward a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive in fulfilling some need, goal, or desire. "

Hanad Saleem, et al. (2014) stated that customer satisfaction encompasses the internal feelings of every individual, which may include both satisfaction and dissatisfaction stemming from evaluating the service provided by an organization in relation to customer expectations.

Customer satisfaction fosters repeat purchases, loyalty, and customer retention (Zairi, 2000). Satisfied customers are more inclined to repurchase products or services. They are also likely to express positive feedback and recommend the product or service to others. Conversely, dissatisfied customers react differently. Dissatisfied customers might attempt to alleviate the dissonance by discarding or returning the product, or they might seek information that could validate its high value (Kotler, 2000).

research gaps and needs that this research aims to address:

Comprehensive Customer Satisfaction Measurement: The study seeks to provide a more complete picture of customer satisfaction by directly surveying customer attitudes towards service delivery. While Ethio-Telecom may have methods to evaluate customer satisfaction, this research aims to gather detailed, empirical data from customers in Wolkite to identify specific areas of satisfaction and dissatisfaction.

Service Quality Dimensions in Telecom: The research uses the framework of service quality dimensions to identify gaps in reliability, responsiveness, assurance, empathy, and tangibles within the specific context of Ethio-Telecom. The research seeks to determine which dimensions are most critical to customers in Wolkite and where Ethio-Telecom needs to improve.

Impact of Technology on Customer Satisfaction: The exploration seeks to find out how the association can give technological tools to its workers. The exploration will seek to determine whether clients feel that Ethio- Telecom is effectively using technology to ameliorate service delivery and client experience.

Complaint Resolution and Employee Politeness: There's a need to investigate the complaint resolution process and how employees take care of customer. The gap lies in understanding how politeness impacts customer satisfaction and loyalty.

Customer Loyalty Factors: Although customer fidelity is crucial for Ethio-Telecom's success so that telecommunication practices emphasize attracting new customers rather than retaining existing ones. This research aim to determine what factors drive customer loyalty in the telecom sector and how Ethio- Telecom can foster stronger connections with its being client base.

2.5 Empirical literature

Service quality is considered a key determinant of customer satisfaction and loyalty.

Parasuraman, Zeithaml, & Berry (1988) developed the SERVQUAL model, which identifies five key service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Their research found that perceived service quality significantly influences customer satisfaction, with reliability and responsiveness being the most critical factors.

Clemons (2008) conducted a study on the impact of service quality in the telecom sector and found that companies prioritizing customer satisfaction achieve a higher market share and customer loyalty.

Kotler (2006) stated that customer satisfaction is the result of a comparison between expected and actual service. If expectations are met or exceeded, customers are more likely to remain loyal and less price-sensitive. Empirical evidence suggests that companies providing superior service quality can retain customers and gain a competitive advantage.

Customer complaints handling plays a significant role in service satisfaction. Effective complaint resolution can enhance trust and loyalty, while poor responsiveness may lead to customer dissatisfaction.

Reichheld & Sasser (1990) found that higher customer satisfaction leads to fewer complaints and greater customer retention. Their study emphasized the financial benefits of resolving complaints promptly.

Andaleeb & Conway (2006) highlighted that responsiveness in handling complaints significantly impacts customer trust. A slow or inadequate response can cause customers to switch to competitors.

Fitzsimmons (2000) suggested that firms should have a structured complaint-handling system, such as hotlines and feedback forms, to ensure continuous service improvement

The role of technology in service quality is a widely researched area, particularly in industries like telecommunications where digital solutions can enhance customer experience.

Zeithaml, Parasuraman, & Berry (1996) found that companies leveraging modern technology, such as automated customer service, online self-service platforms, and digital billing, experienced higher customer satisfaction.

Kotler & Keller (2012) suggested that businesses integrating technology into their customer service processes improve efficiency and reduce response time, thus enhancing service quality.

Saleem & Raja (2014) examined the impact of technological advancements on telecom service quality and found that firms offering digital tools, such as mobile applications and self-service kiosks, reported higher customer retention rates.

the research gaps identified and intended to be addressed in this study include the following points

A need for a more comprehensive measurement of customer satisfaction within Ethio-Telecom in Wolkite. While the organization might have its own evaluation methods, this research aims to gather detailed, empirical data directly from customers to pinpoint specific areas of satisfaction and dissatisfaction .

An opportunity to apply the framework of service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) specifically within the context of Ethio-Telecom. The research intends to determine which of these dimensions are most critical to customers in Wolkite and where Ethio-Telecom needs to improve.

The necessity to explore how effectively Ethio-Telecom utilizes technology to improve service delivery and customer experience from the customers' perspective.

A need to investigate the customer complaint resolution process and the impact of employee politeness on customer satisfaction and loyalty.

The significance of understanding the factors that drive customer loyalty in the telecom sector and how Ethio-Telecom can strengthen relationships with its existing customer base, as current practices often focus more on attracting new customers.

CHAPTER THREE

3. METHODOLOGY OF THE STUDY

3.1. Research Design

Descriptive type of research design was used to assess service delivery on customer satisfaction of ethio telecom in Wolkite branch. Because Firstly, this study is about the study of customer satisfaction with service delivery of ethio-telecom, to describe or portray a reality regarding customer satisfaction with service delivery to better understanding those service that customers are satisfied or dissatisfied with, so this has necessitated a descriptive research design has undertaken for a research, Secondly, in this study basically researcher was tried to describe the existing and current customer satisfaction on service delivery system in case of ethi- telecom; wolkite branch.

3.2 Source of data and method of data collection

The study used both primary data and secondary data sources. The primary data was obtained from the company's customers through questionnaire distribution by using close-ended type questionnaire and interview questions. While secondary data was obtained from different company sources, manuals and other sources such as internet search. Primary data was offer tailored and original information while secondary data gives opportunity to support and check the primarily collected data with already existed information.

3.3 study Population, Sampling

3.3.1 Population:

The population of this study was comprising all customers who are getting service from ethio-telecom; wolkite branch. It was difficult for researcher to know their exact number. So, in this study their total numbers were assumed to be infinite.

3.3.2. Sample Size

The sample size in the study depends on the nature of the population and the purpose of the study. As the nature of the study population, the total number of customers of ethio-telecom; Wolkite branch are unknown. As a result, the researcher was used sample size determination formula in case of infinite population to come up with sufficient sample size.

So, researcher used using (Cochran formula 1997) formula to determine sample size in case of unknown (infinite) population size.

$n = Z^2(p \cdot q) / e^2$ where n =Sample size, z = confidence level, p = estimated proportion, $q = 1 - p$ is desired level of precision, e = error

$$Z=90\% = 1.64$$

$$p = 0.5$$

$$q = 1 - p = 0.5$$

$$e = 10\% = 0.1$$

$$n = z^2 (p \cdot q) / e^2$$

$$n = (1.64)^2 (0.5) (0.5) / (0.1)^2$$

$$n = 2.6896(0.25) / 0.01$$

$$n = 0.6724 / 0.01 = 67.24 = 67$$

3.3.3 Sampling Technique:

The convenience sampling technique was used in the study to obtain genuine information because it was helped the researcher increase the representativeness of the sample and allow him to access customers (respondents) at the time when they receive service from the organization.

3.4 Method of Data Analysis and interpretation:

The data was analyzed to get relevant and real information. The type of questionnaire that the researcher used a structured questionnaire; this type of questionnaire was selected to involve a high number of closed-ended questions and a smaller number of open-ended questions. The questionnaire was constructed entirely in Amharic and English.

3.5 Tools for Data Analysis:

Following the analysis and processing of information and raw data gathered from various sources in the simplest and most meaningful manner, thus, descriptive data analysis was include using descriptive statistics (percentage, measures of central tendency, and measures of dispersion) in the analysis of the collected data. Accordingly, tables, graphs, figures, and percentages of customers.

3.6. Ethical considerations:

Permission to care and protect environment out the research was sought wolkite ethio tele com to contribute for the overall development of our society and do engage in ethical business and do business ethically.

All respondents are trustworthy, responsible and accountable to do business centering ethics at the heart of business.

CHAPTER FOUR

DATA PRESENTATION ,ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data gathered from sample population of the customer of ethio-telecom through questionnaires and interview of the final results and the process through which the results were obtained. The researcher distributed 67 questionnaires for customers from these all the questionnaires are returned.

4.1. General background of customer respondents

Table 4. 1: Gender of respondents

Gender	No. of respondent	Percent
Male	38	57%
Female	29	43%
Total	67	100%

Sources: own survey, 2025

As observed in the above table 4.1, 38(57%) respondents were males while the remaining 29 (43%) were females. From this the study implies that the numbers of males are more than the number of females. That means females are less participant in ethio - telecom .The reason for this males are more attracted in services delivery in ethio - telecom.

Table 4. 2: Age of customers

Age	No. of respondent	Percent
Below 25years	22	33.42%
26-30years	12	17.39%
31-40 years	14	21.47%
41-50 years	10	14.13%
Above 50 years	9	13.59%
Total	67	100%

Sources: own survey, 2025

As observed from Table 4.2, 22 (33.42%) respondents are below 25 years of age, 12 (17.39%) respondents were between 26–30 years, 14 (21.47%) of respondents were between 31–40 years, 10 (14.13%) of respondents were between 41–50 years, and 9 (13.59%) respondents were above 50 years. Therefore, the majority of respondents were found to be below 25 years. The study implies that most of the customers of Ethio Telecom are young. This can be attributed to the fact that the majority of customers are in their productive age, allowing them to carry out their activities effectively and efficiently within Ethio Telecom.

Table 4. 3: Educational level of customers

Educational level?	No. of respondents	Percent
12 completed and below	14	20%
Diploma	19	29%
Degree	21	32%
Masters and Above	13	19%
Total	67	100%

Sources: own survey, 2025

As observed from the table 4.3 above, 14(20%) of respondents Educational level were 12 and below, 19(29%)of respondents Educational level were diploma, 21 (32%) of respondents Educational level were degree and 13(19%) of respondent were have Educational level of masters and above. the study implies that the majority of customers of ethio telecom were have educational level of degree.

Table 4. 4: Attitude towards service delivery system

Item	Responses	Number of respondents	Percent
What is your attitude toward service delivery?	Negative	-	-
	Positive	30	44.3%
	Partially –ve	21	31.2%
	Partially +ve	16	24.5%
	Total	67	100%

Sources: own survey, 2025

As observed in Table 4.4, 0 (0%) of the respondents had a negative attitude towards the service system, 30 (44.3%) of respondents had a positive attitude towards service delivery, 21 (31.2%) of respondents had a partially negative attitude about the service, and the remaining 16 (24.5%) of respondents had a partially positive attitude towards the service system. The study implies that the majority of respondents had a positive attitude towards service delivery. However, this does not necessarily mean that the organization provides an adequate level of service to its customers.

Table 4. 5: Evaluating service delivery and customer satisfaction.

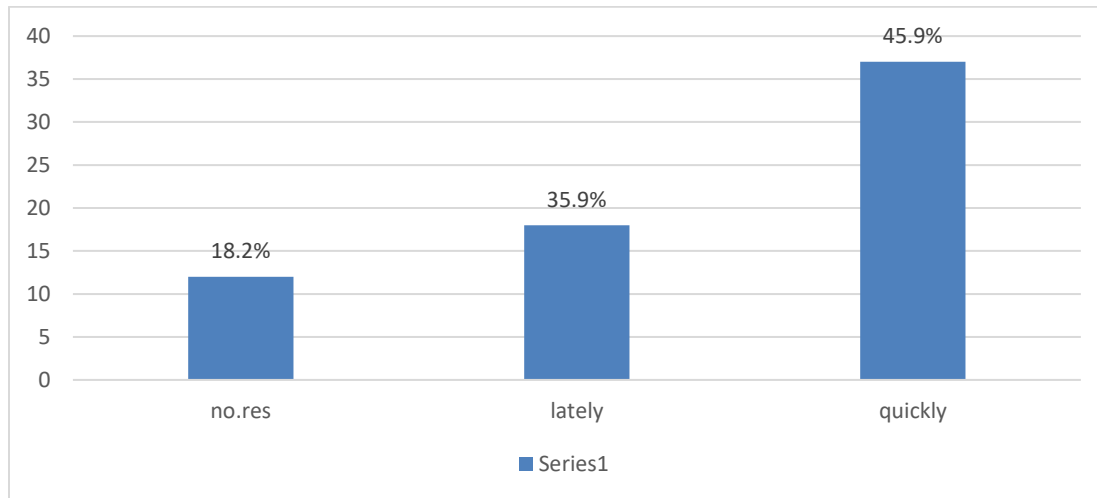
Item	Response	No. of respondents	Percent
Does the organization evaluate the service delivery and customer satisfaction?	Yes	40	60%
	No	27	40%
	Total	67	100%

Sources: own survey, 2025

As observed in the above table 4.5, 40(60%) of respondents were responded to the organization evaluate the service delivery and customer satisfaction, 27(40%) of respondent were responded disagree to the organization that evaluate the service delivery and customer satisfaction. So most of the employee of the organization check and follow their customer satisfaction and they observe their weakness. As the study implies that most of them are evaluate satisfaction and dissatisfaction to increase the level of satisfaction. The reasons for this are the organization to check the customer satisfaction by put suggestion box and observation.

4.1.1 How do you see the service of the organization?

Figure 1: The service of the organization



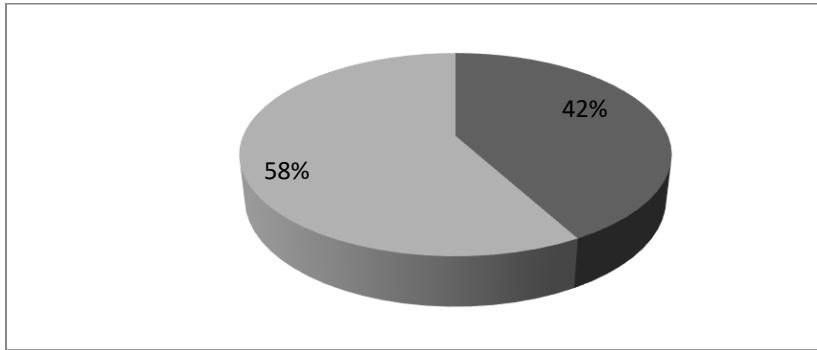
Sources: own survey, 2025

As observed from Figure 1, none of the respondents reported being very unhappy with the service of the organization. However, 12 (18.2%) of the respondents have responded that they were unhappy, 24 (35.9%) have responded that they were very happy, and 31 (45.9%) have responded that they were happy with the service. This implies that the majority of respondents were satisfied with the organization's service. The reason for this positive perception may be that customers find the service to be delivered in a better and more satisfactory manner.

4.2. Customer opinion regarding to improve quality service

Most customers were expressing their view regarding to service quality of the organization use modern technology (i.e. daily, weekly and monthly voice and internet packages) to delivery service efficiently and effectively. The other respondent suggests that the organization must expand its branch in wolkite town to decrease sim-card related problems by expanding its branches. The reason for this is by improving the performance of employees and applying of modern technologies.

Figure 2: Customers complaints or problems



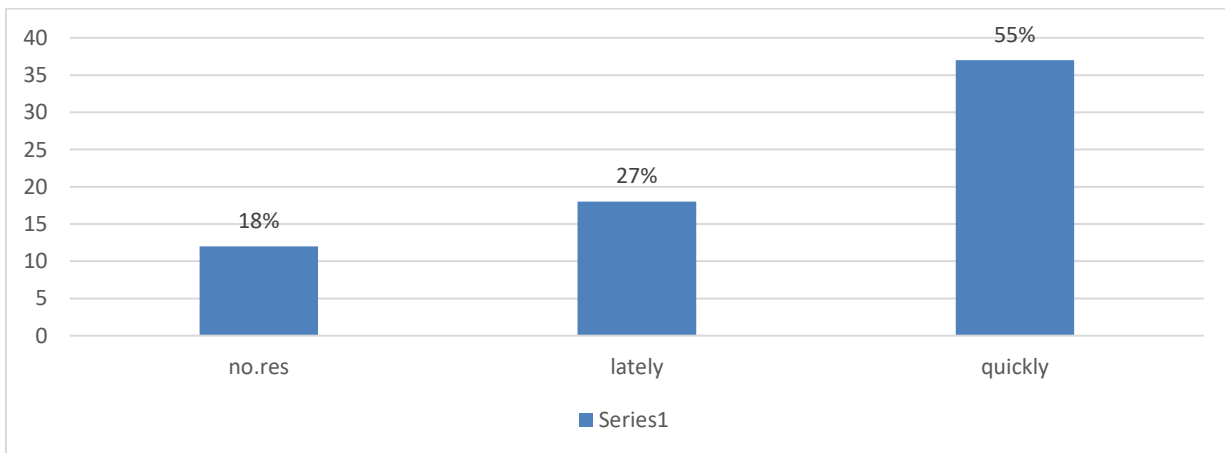
Sources: own survey, 2025

- YES,42%
- NO,58%

As observed in the figure 2 above, 28(42%) of respondent have compliant or problem related to the organization service. while 39(58%) of respondent have not compliant related to the organization service. such that this indicate that the majority of customer have not compliant and satisfied with the service of the organization. The reason for this the service delivery is good in the organization because the employees are knowledgeable to delivery service for customers.

4.3. Bar graph customer complaints response

Figure 3: How the organization responds to your complaints



Sources: own survey, 2025

As observed in the above figure 3, 12(18%) of respondent were said the organization not give response for customers, 18 (27%) of the respondent were responded late response is given compliant in the organization, 37(55%) of respondent were responded quick response is given to compliant response in the organization. as the study implies that the majority of respondents are quick response is given to compliant response in the organization. The reason for this the organization receive compliant through telephone, face to face discussion and to check there is happen the problem or not.

4.4. Politeness of employees to solve customers’ problems (complaints).

Table 4.6: Does employee polite to help customer for any problems (complaints)

Item	Response	No. of respondent	Percent
Does employee polite help customer for any problem?	Yes	50	75%
	No	17	25%
	Total	67	100%

Sources: own survey, 2025

As observed from the above table 4.6, 50(75%) of respondents were agreed to initiate and are polite to solve the problem regarding to the organization service delivery to customer but 17(25%) of respondent has not care for customer problem relating to the organization service. So majority or almost all employees are self-interest and initiatives to help customer.

From this the researcher can conclude that most employees are polite to help customers. For this reason customers of the organization are satisfied and they become loyal to company service. The reason for this the employees ask the customer by what method to support the customers to satisfy by service delivery.

Table 4. 7: Interests of organization to satisfy the needs of customer.

Item	Response	No. of respondent	Percentage
What is the interest of organization to satisfy the needs of customers?	Low	13	19%
	Medium	22	33%
	High	32	48%
	Total	67	100%

Sources: own survey, 2025

As observed in the above table 4.7,13 (19%) of respondents were responded low on the interest of organization to satisfy the needs of customers, 22(33%) of respondents were responded medium of the interest of organization to satisfy the needs of customers, 32(48%) of respondents were responded that the organization satisfy the needs of customers. as the study implies that the majority of respondent were responded on the interest of the organization that satisfy the needs of customers. The reasons for this is that the organization wants to increase the number of customers by satisfy service delivery in the organization.

Table 4. 8: Technology improvements

Item	Responses	No of respondents	Percentage(%)
How the organizations give technological tools like computerization to mention higher customer satisfaction?	Very low	15	22.3%
	Low	7	10%
	Moderate	23	34.4%
	High	17	26%
	Very high	5	7.3%
	Total	67	100%

Sources: own survey, 2025

As observed from the above table 4.8, 15(22.3%) of respondents were said that the organization has very low performance using technology, 7(10%) of respondents responded the organization has low performance, 23(34.4%) of the respondents were responded the organization has moderate performance, 17(26%) of respondents were responded the organization has high performance using technology, 5(7.3%) of respondents were responded the organization has very high performance in using technological tools. This study implies that the organization serves the customers by helping new technology to maintain moderate service quality. The reason for this is that the organization applies modern advancements like many types of internet and other types of voice packages.

Table 4. 9: Satisfaction of customers in the organization service

Item	Responses	No of respondents	Percentage
Are you satisfied with the treatment of employees in the organization?	Highly satisfied	19	29%
	Satisfied	36	54%
	Neutral	7	10%
	Dissatisfied	5	7%
	Highly dissatisfied	0	0%
	Total	67	100%

Sources: own survey, 2025

As observed in the table 4.9, 19(29%) Of respondents were highly satisfied in the treatment of employees in the organization,36(54%) of respondents were satisfied in the treatment of employees in the organization,7(10%) of respondents were neutral with treatments of employees in the organization,5(7%) of respondents were dissatisfied in the treatment of employees in the organization ,and no highly dissatisfied customers in the treatment of employees of the organization. From this the study implies that majority of respondents are satisfied with the

treatment of employees in the organization. The reason for this is that the number of customers increases in the organization by wanting service given by the organization.

Based on the analysis of interview questions

Researcher asked the head supervisor, saying “Does the organization have means to measure customer satisfaction?” The head supervisor said that the organization measures customer satisfaction by different method like periodic survey, observation and suggestion box Priority of customers’ service by excreting great efforts to measure satisfaction.

Researcher asked the head supervisor; saying “ Does your organization give priority to customer satisfaction?” The head supervisor said that Customer service analyses allow a company to build so many important strengths service delivery and Customers’ satisfaction have a great role in competitive advantage of customer service delivery, and techniques of improvement as follows, improving the performance of employees, respect customers’ promises to deliver on time.

Researcher asked the head supervisor, saying “Does you have training to employees to take care of customer ?” The head supervisor said that the organization give different training programs. The new entrance and existing employees of the organization not use only training and development but different motivational things like bonus, increase salary.

Researcher asked the head supervisor, saying “Does the organization fast response to customers compliants?” The head supervisor said that customer complaints the organization take receive customer complaints through telephone and face to face discussion after collecting this complaints they discuss and analyze with each other and the organization corrective measure can be taken. As the researcher understand the organization give high emphasis to customer compliant in order to enhance customer satisfaction.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Based on the findings, the following summary was drawn:

1. **Gender Distribution:** Out of all the respondents, 38 (57%) were male, and 29 (43%) were female. This indicates that male customers of the organization are more than female customers.
2. **Educational Level:** Most customers are educated, with the majority (32%) holding a degree. This suggests that Ethio-Telecom's customers are relatively well-educated.
3. **Customer Complaints:** 39 (58%) of the respondents had no complaints, while 28 (42%) had complaints. This shows that the majority of customers are satisfied with the service and suggests that the company has managed to build customer loyalty by meeting customer expectations.
4. **Response to Complaints:** A majority of respondents, 37 (55%), agreed that the organization provides quick responses to customer complaints. This has helped increase customer satisfaction. The reason for this is that the company receives complaints through telephone and face-to-face discussions, enabling faster resolutions.
5. **Evaluation of Customer Satisfaction:** 40 (60%) of the respondents agreed that the company evaluates and follows up on customer satisfaction and service delivery. This helps identify weaknesses and improve performance. According to the supervisor interview, the organization uses various methods such as suggestion boxes, periodic surveys, and observation to measure customer satisfaction. This shows that Ethio-Telecom is committed to enhancing customer satisfaction through active monitoring.
6. **Training and Development:** According to the supervisor, the company provides training to both new and existing employees. This indicates that the company is committed to upgrading its workforce to improve employee performance and customer satisfaction.

5.2. CONCLUSION

This research was conducted to assess the current service delivery practices and their impact on customer satisfaction at Ethio-Telecom, Wolkite branch. To effectively meet the study's objectives, both primary and secondary data were utilized.

Primary data was collected through questionnaires distributed to customers and an interview with the organization's supervisor. A total of 67 questionnaires were distributed and all were properly returned, achieving a 100% response rate. Secondary data was gathered from company documents, internet sources, and other written materials.

Based on the findings of the study, the following conclusions were drawn:

A. Ethio-Telecom provides a satisfactory service to its customers.

The majority of respondents reported being either satisfied or highly satisfied with the organization's service delivery, indicating that Ethio-Telecom meets customer expectations to a reasonable extent.

B. Employees were polite and responsive in solving customer problems.

75% of respondents confirmed that staff members were polite and helpful when handling customer complaints, which positively contributes to customer satisfaction.

C. Customers were generally satisfied with the organization's overall service.

According to the survey results, 54% of respondents said they were satisfied and 29% were highly satisfied, showing strong approval of the services provided.

D. The company has made moderate efforts to implement modern technology.

Although 34.4% of respondents rated the company's use of technology as moderate, only 7.3% rated it as very high. This suggests that while some digital tools are in use, more technological improvements are needed.

These findings are crucial for helping Ethio-Telecom understand how customers perceive its services and where improvements can be made. By addressing gaps in technology, enhancing staff training, and continuing to gather feedback, the organization can further improve customer satisfaction and loyalty.

5.3.Recommendations

1. **Branch Expansion According to Population Density**
The company should strategically expand its branches across various areas of Wolkite town based on population size and customer traffic. This will reduce congestion, waiting times, and improve service accessibility, thereby enhancing customer satisfaction.
2. **Enhancing Employee Politeness and Commitment**
Polite, respectful, and committed customer service representatives leave lasting impressions. Ethio-Telecom should provide soft skills training and enforce customer-first policies to minimize complaints and improve public perception.
3. **Investment in Modern Technology and Value-Added Services**
Ethio-Telecom must invest more in modern digital infrastructure and expand value-added services such as:
 - Affordable internet bundles (daily, weekly, monthly)
 - Voice + data combo packages
 - SMS bundles
 - Mobile music and entertainment servicesThese innovations will help reduce service costs, improve efficiency, and attract digitally inclined customers, especially the youth.
4. **Strengthening Customer Feedback Channels**
The company should improve its formal and informal complaint systems, such as:
 - Well-placed suggestion boxes
 - A dedicated complaints desk or agenda
 - Active social media monitoring
 - Staff trained to observe and listen to feedback in real-timeThis creates an environment where customers feel heard without fear of conflict or rejection.
5. **Creating a Safe Complaint Environment**
Customers should be encouraged to express their concerns freely. Ethio-Telecom must foster a culture of transparency and responsiveness where both front-line employees and supervisors receive complaints constructively.

6. Employee Development and Customer-Oriented Training

More extensive and practical training programs should be implemented with a focus on:

- Handling dissatisfied customers
 - Delivering high-priority services quickly
 - Building empathy and professionalism
- Special attention should be given to services customers rate poorly.

7. Addressing Waiting Times and Sim-Card Delays

To reduce service delivery delays, particularly in SIM card provision, Ethio-Telecom must increase branch capacity, streamline internal logistics, and possibly enable SIM sales through certified third-party agents.

8. Hiring Innovative, Tech-Savvy Staff

Staff should be recruited and trained for their ability to adopt and innovate using new technologies to support modern customer service expectations. This includes mobile self-care apps, automated systems, and online service portals.

9. Respect and Personalization

Employees must treat all customers with respect, offering personalized service whenever possible. Proactive service delivery, such as reminding customers of renewals or providing clear info during outages, builds loyalty.

10. Making Services Affordable and Competitive

Ethio-Telecom should consider adjusting its tariffs (e.g., reducing call rates) to deliver better value for money. This helps retain price-sensitive customers, especially in competition with new entrants.

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Appendix
Appendix 1: Questionnaire
Appendix 1.1: Questionnaire (English Version)

WOLKITE UNIVERSITY
COLLEGE OF BUSSINESS AND ECONOMICS
DEPARTEMENT OF MANEGEMENT

QUESTIONNAIRES

This Questionnaires is designed to gather data relevant to the topic entitled the assessment of customer satisfaction on service delivery system. Its purpose is to a research paper for the partial fulfillment first or bachelor degree in management. Dear respondent your answer will be kept confidential and my academically purpose only.

Thank you for your cooperation and willingness

Instructions

- ✓ No need to have written your name
- ✓ Put the mark for alternative question
- ✓ Write clean and the paper is containing answer to asking your opinion

Part one: personal information

1. Sex; male female

2. Age; below 25 years 25-30 years 30-40 years
40-50 years above 50

3. Educational qualification

Complete 12 and below diploma degree master and above

Part two: questionnaire for customers

1. What is your attitude towards service delivery?

Negative positive partially negative partially positive

2. does the organization evaluate the service delivery on customer satisfaction?

Yes justify your answer.....

No justify your answer.....

3. How do you see the service of the organization?

Very happy happy un happy very unhappy

4. Does the organization give enough quality service? Yes no

5. By your opinion what measures must be taken by the organization to improve service delivery and customer satisfaction

6. Do you have any problem on the organization service delivery? Yes no

7. How the organization response to your complaint?

Quick late no response

8. Does employee polite to help customer for any problem? Yes no

9. What is the interest of organization satisfy the needs of customer?

Low medium high

10. How the organizations give technological tools like computerization to mention higher customer satisfaction?

Very low low moderate high very high

11. Are you satisfied with the treatment of employees in the organization?

Satisfied Highly satisfied neutral dissatisfied highly dissatisfied

Part three; interview for manager/ employers

This interview is prepared by under graduate student for the manager/employers of ethio-telecom wolkite branch.

1. Does the organization have means to measure customer satisfaction?.....
2. Does your organization give priority to customer satisfaction?.....
3. Do you have training to employees to take care of customer?.....
4. Does the organization fast response to customers compliant it?.....

APPENDIX 1.2: QUESTIONNAIRE (AMHARIC VERSION)

ወልቂጤ ዩኒቨርሲቲ

የቢዝነስ እና ኢኮኖሚክስ ኮሌጅ

ማኔጅመንት ትምህርት ክፍል

መጠይቆች

መጠይቆች በአገልግሎት አሰጣጥ ላይ የደንበኞች እርካታ ግምገማ ውስጥ ለቀረበበት ርዕሰ ጉዳይ ጠቀሜታ ለማሰባሰብ ሲሆን ዓላማውም በከፊል አፈጻጸም የመጀመሪያ ወይም የባችለር ዲግሪ ማኔጅመንት ውስጥ ለምርምር ወረቀት ነው። ውድ መልስ ሰጭዎች መልሰዎ በምስጢር እና ለእኔ ለትምህርት ዓላማ የሚውል ብቻ ነው።

ለሚያደርጉት ትብብር እና ለምላሽዎ እናመሰግናለን።

መመሪያዎች

- ✓ ስምዎን መጻፍ አያስፈልግም
- ✓ ለሚከተሉት ጥያቄዎች ምልክቱን በተቀመጠው ሰጥን ውስጥ የ (X) ምልክት ያስቀምጡ
- ✓ ወረቀቱ አስተያየትዎን ለመጠየቅ መልስ ይሰጣል እና እባክዎ ንጹህ ፅሁፍ በመጻፍ ይተባበሩን።

ክፍል አንድ: የግልመረጃ

ፆታ: ወንድ ሴት

ዕድሜ: ከ 25 ዓመት በታች ከ 25-30 ዓመት ከ 30-40 ዓመት
 ከ 40-50 ዓመት ከ 50 ዓመት በላይ

የትምህርት ደረጃ: 12 እና ከዛ ያነሰ ዲፕሎማ ዲግሪ **MASTERS** እና
ከዚያ በላይ

ክፍል ሁለት: የደንበኞች መጠይቅ

1. በአገልግሎት አሰጣጥ ላይ ያለዎት አቋም ምንድን ነው?

አሉታዊ አዎንታዊ በከፊል አሉታዊ በከፊል አዎንታዊ

2. ድርጅቱ በአገልግሎት አሰጣጥ ስርዓት የደንበኞች እርካታ ይገመግማል

አዎ መልስዎ ትክክለኛ ስለመሆኑ?.....

ለጥያቄዎ መልስ አይሰጥም መልስዎ ትክክለኛ ስለመሆኑ?

3. የድርጅቱን አገልግሎት እንዴት ያዩታል?

ደስተኛ በጣም ደስተኛ ደስተኛ አይደለሁም

በጣም ደስተኛ አይደለሁም

4. ድርጅቱ በቁየጥራት አገልግሎት ይሰጣል?

አዎ ይሰጣል አይሰጥም

5. በርስዎ አመለካከት የአገልግሎት አሰጣጥ እና የደንበኞችን እርካታ ለማሻሻል ምን እርምጃዎች መውሰድ አለባቸው?.....

6. በድርጅቱ አገልግሎት አሰጣጥ ላይ ችግር አለ?

አዎ አይደለም

7. ላቀረቡት ቅሬታ ድርጅቱ እንዴት ምላሽ ይሰጣል?

ፈጣን ምላሽ ይሰጣል ፈጣን ምላሽ አይሰጥም ምንም ምላሽ አይሰጥም

8. ሰራተኞች ማንኛውንም የደንበኞችን ችግር (ቅሬታ) በትህትና ለማገዝ (ለመርዳት) ዝግጁ ናቸው?

አዎ ዝግጁ ናቸው አይደለም ዝግጁ አይደሉም

9. ድርጅት የእርስዎ የደንበኞችን ፍላጎቶች ለማርካት ተነሳሽነቱ ምን ያህል ነው?

ዝቅተኛ መካከለኛ ከፍተኛ

10. ድርጅቱ ደንበኛን እርካታ ለመጠበቅ ምን አይነት የተሻሻለ (የላቀ) የኮምፕዩተር መሳሪያዎችን ይጠቀማል?

በጣምዝቅተኛ ዝቅተኛ መካከለኛ ከፍተኛ በጣምከፍተኛ

11. በድርጅቱ ውስጥ ባሉ ሰራተኞች ምላሽ ምን ያህል እርካታ አለዎት?

እርካታ አለ በከፍተኛ ደረጃ እርካታ አለ ገለልተኛ እርካታ የለም
በከፍተኛ ደረጃ እርካታ የለም

ክፍል ሶስት ; ቃለ መጠይቅ ለአስተዳዳሪ/አሰሪዎች

በኢትዮ -ቴሌኮም ወልቂጤ ቅርንጫፍ ሥራ አስኪያጅ/አሰሪዎች የተዘጋጀ ነው ::

- 1.ድርጅቱ የደንበኞችን እርካታ ለመለካት የሚያስችል ዘዴ አለው ?.....
- 2.ድርጅትዎ ለደንበኞች እርካታ ቅድሚያ ይሰጣል ?.....
- 3.ደንበኞችን ለመንከባከብ ለሠራተኞች ስልጠና አለዎት ?.....
- 4. ድርጅቱ ለደንበኞች ፈጣን ምላሽ ይሰጣል?.....